Weeks 9-12

- Carton bins (C)
  - continued presence from weeks 5-8

- 5 for 2 offer (P+C)
  - special packing
  - include $1 off carton purchase

- Contrast 3 position (P)

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Source: https://www.industrydocuments.ucsf.edu/docs/szvn0004

Weeks 5-8

- Media delivered program (P+C)
  - two offers delivered via game/sweepstakes overlay
    - one free pack
    - $2 off carton purchase

- Contact I/Set-Sell I (P+C)
  - works with media delivered offer--high presence

- Carton Bins (C)

Source: https://www.industrydocuments.ucsf.edu/docs/szvn0004

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Point of Sale

Weeks 1-4

- Contest I / Set Sell I (P)
  - Each pack with $2 off carton purchase
- Two for One displays (P+C)
  - each w/ coupon for $1 ($2?) off carton
- Sample 6 towers (P+C)
  - each w/ coupon for $1 off carton
- Mass Sampling 6s
  - self destruct coupon for "2 for 1" packs or $2 off carton
- Direct Mail (if names available)
  - sample 20s w/ $2 off carton coupons
- ~~Mass~~ 20 pack gravity feeds (C)
  - as "2 for 1" deals, w/ $2 off carton coupon

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Source: https://www.industrydocuments.ucsf.edu/docs/szvn0004

• Use promotion to further ~~establish~~ enhance ~~parking~~ imagery ("New Directions")

- use promotions to build/enhance Merit image via tie-ins
  - Ship's Locker
  - Sweepstakes, etc.

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Source: https://www.industrydocuments.ucsf.edu/docs/szvn0004

Promotion Objectives + Strategies

Objectives	Strategies
• Establish ~~awareness~~ awareness of Merit Select	– utilize in-store materials and promotions – ~~Overall~~ utilize high reach mass devices (i.e., media delivered)
• Encourage Merit Select trial and conversion	– develop sampling programs – develop conversion programs to leverage trial into conversion • carton offers • consecutive purchase offer
• Minimize cannibalization of established packings by Select	– direct established packing promotions toward continuity / purchases / conversion • use broad reach devices • direct mail • media delivered programs • request / quality sampling – time promotions to allow strong support immediately prior to and post Select introductory period • ~~Offset~~ avert cannibalization

Source: https://www.industrydocuments.ucsf.edu/docs/szvn0004

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last 9 months • Strengthen established packing support and presence

— attain broad coverage/ awareness
— heavy-up delivery in months 4- following initial Select dominance

• Sustain on-going Merit Select presence

— maintain minimum Select advertising support
• continuous low-books, or
• flighted/bursts

• Build additional established packing awareness in key markets
— 1%+ sales
— 100+ SDI

— use supplemental media to increase reach/awareness in key markets
• ROP
• outdoor
• city books

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Source: https://www.industrydocuments.ucsf.edu/docs/szvn0004

Media Objectives & Strategies

	OBJECTIVES	STRATEGIES
Overall	• Target advertising for both the existing packings and Select toward key target audience, i.e., low tar smokers – ~~even~~ male/female skew – 25-44 age – for Select: may modify target pending Concord learning	– Weight media delivery accordingly
1st 3 Months	• Launch and build awareness for new Kent Select	– achieve national advertising presence – utilize broad reach vehicles – frontload/heavy-up initial delivery
	• Maintain ~~Kent~~ established packing presence	– deliver base level of advertising to maintain awareness of established packings

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Source: https://www.industrydocuments.ucsf.edu/docs/szvn0004